

## WHAT IS CLAIMED IS:

1. A method for facilitating a transaction for purchasable content over an electronic network, the purchasable content including downloadable digital data and physical storage media containing at least one of digital data and analog data, the method comprising:
  - maintaining a first presence on the electronic network to which a consumer may connect;
  - transmitting a first page from the first presence to the consumer over the electronic network, the first page including information concerning the purchasable content;
  - receiving a command from the consumer over the electronic network indicating that the consumer wishes the transaction for the purchasable content; and
  - completing the transaction for the physical storage media, but not the downloadable digital data, over the electronic network by way of the first presence.
2. The method of claim 1, wherein the downloadable digital data, digital data, and analog data include at least one of audio data, video data, and text data.
3. The method of claim 2, wherein the physical storage media include at least one of optically readable media, magnetically readable media, and mechanically readable media.
4. The method of claim 1, further comprising determining whether the command indicates that the consumer wishes the transaction for downloadable digital data or physical storage media prior to completing the transaction for physical storage media.
5. The method of claim 1, further comprising transmitting a second page from the first presence to the consumer over the electronic network, the second page including a listing of the purchasable content that the consumer identifies for the transaction.
6. The method of claim 5, wherein the listing of the purchasable content is visually divided according to the purchasable content of the downloadable digital data type and the purchasable content of the physical storage media type.

7. The method of claim 6, wherein the listing of the purchasable content includes at least one of: (i) respective costs of each item of downloadable digital data and each item of physical storage media; and (ii) respective sub-totals of aggregate costs to purchase the downloadable digital data and the physical storage media.

8. The method of claim 1, further comprising calculating sales tax for the purchasable content of the physical storage media type.

9. The method of claim 1, further comprising transmitting a second page from the first presence to the consumer over the electronic network, the second page including input fields for receiving remittance information from the consumer for paying for the purchasable content that the consumer identifies for the transaction.

10. A system for facilitating a transaction for purchasable content over an electronic network, the purchasable content including downloadable digital data and physical storage media containing at least one of digital data and analog data, comprising:

means for maintaining a first presence on the electronic network to which a consumer may connect;

means for transmitting a first page from the first presence to the consumer over the electronic network, the first page including information concerning the purchasable content;

means for receiving a command from the consumer over the electronic network indicating that the consumer wishes the transaction for the purchasable content; and

means for completing the transaction for the physical storage media, but not the downloadable digital data, over the electronic network by way of the first presence.

11. The system of claim 10, wherein the downloadable digital data, digital data, and analog data include at least one of audio data, video data, and text data.

12. The system of claim 11, wherein the physical storage media include at least one of optically readable media, magnetically readable media, and mechanically readable media.

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13. The system of claim 11, further comprising means for determining whether the command indicates that the consumer wishes the transaction for downloadable digital data or physical storage media prior to completing the transaction for physical storage media.

14. The system of claim 11, further comprising means for transmitting a second page from the first presence to the consumer over the electronic network, the second page including a listing of the purchasable content that the consumer identifies for the transaction.

15. The system of claim 14, wherein the listing of the purchasable content is visually divided according to the purchasable content of the downloadable digital data type and the purchasable content of the physical storage media type.

16. The system of claim 15, wherein the listing of the purchasable content includes at least one of: (i) respective costs of each item of downloadable digital data and each item of physical storage media; and (ii) respective sub-totals of aggregate costs to purchase the downloadable digital data and the physical storage media.

17. The system of claim 10, further comprising calculating sales tax for the purchasable content of the physical storage media type.

18. The system of claim 10, further comprising means for transmitting a second page from the first presence to the consumer over the electronic network, the second page including input fields for receiving remittance information from the consumer for paying for the purchasable content that the consumer identifies for the transaction.

19. An electronic storage medium for storing instructions which, when executed by a programmable controller, carry out method for facilitating a transaction for purchasable content over an electronic network, the purchasable content including downloadable digital data and physical storage media containing at least one of digital data and analog data, comprising:

maintaining a first presence on the electronic network to which a consumer may connect;

transmitting a first page from the first presence to the consumer over the electronic network, the first page including information concerning the purchasable content;

receiving a command from the consumer over the electronic network indicating that the consumer wishes the transaction for the purchasable content; and

completing the transaction for the physical storage media, but not the downloadable digital data, over the electronic network by way of the first presence.

20. The electronic storage medium of claim 19, wherein the downloadable digital data, digital data, and analog data include at least one of audio data, video data, and text data.

21. The electronic storage medium of claim 20, wherein the physical storage media include at least one of optically readable media, magnetically readable media, and mechanically readable media.

22. The electronic storage medium of claim 19, further comprising determining whether the command indicates that the consumer wishes the transaction for downloadable digital data or physical storage media prior to completing the transaction for physical storage media.

23. The electronic storage medium of claim 19, further comprising transmitting a second page from the first presence to the consumer over the electronic network, the second page including a listing of the purchasable content that the consumer identifies for the transaction.

24. The electronic storage medium of claim 23, wherein the listing of the purchasable content is visually divided according to the purchasable content of the downloadable digital data type and the purchasable content of the physical storage media type.

25. The electronic storage medium of claim 24, wherein the listing of the purchasable content includes at least one of: (i) respective costs of each item of downloadable digital data and each item of physical storage media; and (ii) respective sub-totals of aggregate costs to purchase the downloadable digital data and the physical storage media.

26. The electronic storage medium of claim 19, further comprising calculating sales tax for the purchasable content of the physical storage media type.

27. The electronic storage medium of claim 19, further comprising transmitting a second page from the first presence to the consumer over the electronic network, the second page including input fields for receiving remittance information from the consumer for paying for the purchasable content that the consumer identifies for the transaction.

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